



THANKS FOR SURVIVING AND  
YAKES! YOU HAVE MADE  
6 YRS OF MUSIC AND  
STAYING ALIVE AND VIBRANT!  
HERE IS TO ANOTHER  
50! - Pete Anderson

DEAR VOX  
WE'VE BEEN HERE FOR 50 YEARS  
AND WE'VE BEEN HAPPY THAT  
WE'VE BEEN FRIENDS  
WITH YOU AND  
YOUR FRIENDS  
- Omar Rodriguez-Lopez -  
The Mars Volta

HAPPY 50TH VOX!  
Looking good and  
still going strong!!!  
- Tommy Shaw -  
Styx

CONGRATS VOX!  
ALL THE WAY  
AND MORE YEARS  
- Ben Carey -  
Lifehouse

Time flies when  
you're having a good time!  
Congrats on your big 50!  
- George Astasio -  
Orson

THE COMPLETE CATALOG VOL. 9 ★ WWW.VOXAMPS.CO.UK

HAPPY 50TH VOX!!!  
IT'S AN HONOR TO BE PART  
OF THE FAMILY -  
TO ANOTHER 50!  
- Jim Ward -  
Sparta

Dear Vox,  
Thank you for  
making a very lovely  
amplifier  
- Kevin Jeremiah -  
The Feeling

hello Vox!  
the greatest amps of  
the last 50 years.  
- Johnny Borrell -  
Razorlight

Adj -  
Kubb

CONGRATULATIONS VOX!  
THANKS FOR EVERYTHING!  
- Jim Root -  
Slipknot

as my son says it means that we have  
is to celebrate the 50th anniversary to  
make great amp thanks  
- Patrick Stump -  
Fall Out Boy

HAPPY 50TH  
VOX!!!  
- Brian May

Ad  
Bless  
- Henry Garza -  
Los Lonely Boys

TO THE VOX FAMILY, FROM THE JORGENSEN  
FAMILY. THANKS FOR THE AMP OF THE  
- John Jorgenson

VOX  
50 YEARS OF GOLDEN TONE  
★★★★★ since 1957 ★★★★★

VOX  
50 YEARS OF GOLDEN TONE  
★★★★★ since 1957 ★★★★★

★★★★★ COMMEMORATIVE 50TH ANNIVERSARY ISSUE ★★★★★

★★★★★ COMMEMORATIVE 50TH ANNIVERSARY ISSUE ★★★★★

HAPPY 50TH  
ANNIVERSARY  
- Dan Gillespie Sells -  
The Feeling

Cheers!  
- Steve Miller

"Happy 50th Anniversary  
VOX!!!"  
- Nickolas Wheeler -  
All-American Rejects

- THE REAL  
STUFF, THE  
REAL SOUND -  
- Bob Weir

HAPPY 50TH VOX!!!  
YOU MAKE MY BACKLINE  
LOOK COOL!!!  
- Mike Kennerty -  
All-American Rejects

Happy 50th Anniversary! I've been  
in the band for 10 years and I've  
been looking forward to the 50th  
- Tom Keeley -  
Thursday

HAPPY  
ANNIVERSARY  
VOX!  
- Larry Lalonde -  
Primus

HAPPY BIRTHDAY VOX!  
I LOVE THE VOX AC 30  
- IT'S MY AMP OF CHOICE!  
- John Scofield





# FOR TONE. FOR LIFE.

VOX kicked off its line of guitar amplifiers back in '57. It took only a few years for the AC15 and AC30 to become instant legends, defining the sound of the British Invasion for the UK and the world. Fast forward 50 years, and VOX continues to lead and innovate, creating the gear behind today's music revolutions. From the incomparable AC30 Custom Classic to the steel mesh-fronted AD and DA Series, from the killer new Classic Plus amps to tube-powered effects pedals and processors, VOX has tone, features and style like no one else. That's why, for 50 years and counting, everyone rocks with VOX.



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# LOOK NO FURTHER

Your search for the Holy Grail of VOX tone ends here. To commemorate the 50th Anniversary of VOX guitar amplifiers, we are pleased to introduce the first of a new commemorative range of amplifiers – the AC15H1TV handwired combo. Rather than just a typical reissue where a vintage amp is dusted off and copied, this amplifier transports you through the golden age of VOX tone, combining the prized EF86 preamp channel of 1960 with the 1963 Top Boost channel all-in-one amplifier. Add in some modern tone shaping control enhancements and the result is perhaps the finest VOX amplifier in the company's 50 year history. >>





In limited edition hardwood and classic cream vinyl, the new AC15 handwired combo is the first offering in VOX's new Heritage Collection.

#### The EF86: The magical VOX tone

What is it that makes EF86-based VOX amplifiers some of the most collectible in the world? Maybe it's the way the amp naturally overdrives, almost breathing with a life of its own. Dynamic changes in pick attack almost seem to be anticipated before you make them. Or maybe it's the raw power of the creamy distortion as you crank the amp all the way up and slam down on a power chord. Whatever it is, there is an undeniable magic about this period of VOX amplification. An age when the most simple of circuits produced some of the most complex of tones. Now in short supply, the EF86 Pentode tube is at the heart of this elusive tone. Fifty years later, the magic returns.

#### The AC15H1TV: A detailed look

The 15-watt handwired AC15 features two channels of VOX tone through a single 12" Celestion Alnico "Blue" speaker. The tube complement is made up of 1 x EF86, 3 x ECC83/12AX7, 2 x EL84, and 1 x EZ81 (rectifier).

**Channel 1** is the EF86 Preamp channel and features two inputs wired in the traditional way that gives them a 6 dB gain difference between them. A two-position BASS SHIFT switch is included, with position 1 voiced to the original vintage-correct bass response and position 2 voiced to tighten the bass response and reduce any muddiness during high volume use. The three-position BRILLIANCE SWITCH provides flat response when in the OFF position. Position 1 is a new position voiced like the early AC30 "Treble" amps, while position 2 is the original brilliance circuit, which acts as a dramatic bass cut. The EF86 Mode switch re-configures the EF86 valve from Pentode mode to Triode mode. Triode mode will give a lower gain tone with higher headroom. Pentode mode is the famed original mode and has a very sweet high gain tone with not very much headroom.

**Channel 2** is the Top Boost Preamp channel. Like Channel 1, this channel includes two inputs wired with a 6 dB gain difference between them. The Treble and Bass controls are from the 1963 Top Boost circuit and are extremely interactive. Very minor adjustments of these controls can yield dramatic changes in tone color.

And true to VOX form is the Top Cut control, which cuts high from either channel end as it is turned up.

#### Flexible power

The O/P Switch adds even more flexibility to this AC15. This switch changes the power output valves from Pentode Mode, which is the normal operating mode of the power amplifier, to Triode Mode which halves the power output to 7.5 Watts and will alter the tone to be somewhat smoother.

#### The finishing touches

Great care and research went into the cosmetics for this special amplifier to meld vintage-correct attributes with some modern revisions. These touches include a vintage "TV Front" cabinet, pre-1960 logo placement, and a vintage-inspired cream vinyl covering. An extremely limited edition run of 200 amplifiers will be produced with oiled hardwood cabinets and will ship with a complimentary copy of *VOX: The JMI Years*, the definitive VOX history by Jim Elyea, one of the foremost VOX experts in the world and owner of the VOX Museum in Burbank, California.

Go to [www.voxamps.co.uk](http://www.voxamps.co.uk) for complete specifications!

**Location: Demark Street, London's Tin Pan Alley, is filled with specialist music shops and visited daily by artists and celebrities.**







# TICKET TO RIDE

The Custom Classic series is the culmination of over 45 years of high quality guitar amplifier design and fabrication. VOX has taken the best AC30 designs and added a number of useful features to create the most tonally flexible and affordable AC30 to date. >>





### History in the making

Why has the AC30 been an icon for decades? It's the amplifier's unique, warm tone, its player friendly response and feel, and its primeval circuit design. With its straight-forward "what you see is what you get" control format, the AC30 was a hit with artists from the very beginning. Back then, VOX owned the '60s "British Invasion" and to this day the AC30 is widely used by guitarists performing in a huge range of musical styles.

With a number of modern enhancements including blendable channels, a true bypass FX loop, spring reverb, and master volume to name just a few, the AC30 Custom Classic is an evolution of the original that is sure to become a classic in its own right.

### Attaining the highest standards

The Custom Classic series is produced in our vertically integrated manufacturing facility under the supervision of UK-based VOX R&D Ltd. What this means to you is that we have total control of the design, the quality, and the sound of your amplifier. Our factory is capable of many processes not found in most guitar amplifier factories. We design and manufacture our own transformers, speakers

(except for the venerable VOX "Blue" which is manufactured by Celestion), and cabinets, and we build our own electronics. All components have been designed, manufactured, or selected so that the performance and sound of your Custom Classic is second to none.

### An evolution in tone

When we set out to create the AC30 Custom Classic we started from our most highly acclaimed model to date, the AC30 Hand Wired. With twin inputs (High and Low) and a Master Volume circuit, all of these amps offer highly interactive Bass and Treble tone controls, as well as the VOX Tone Cut control (which varies the presence in the power amp section) for even greater tonal variety. We also included Classic Tremolo with variable Depth control and a versatile spring reverb with Level and Tone controls, as well as a Dwell switch which varies the amount of drive going into the reverb for high or low gain sounds.

### Two blendable channels, a first

Not only does the AC30 Custom Classic include two channels, it also offers the ability to blend those channels together. The Top Boost Channel serves up that classic AC30 tone, while our new expanded Normal

Channel now offers two modes – Normal and Bright – which allow you to achieve the sounds of an assortment of vintage AC30s. Use the channels individually or blend them together for increased tonal flexibility to create a unique sound and feel that's all your own.

### Control freaks rejoice!

The AC30 Custom Classic is fully equipped with well thought out and easy-to-use controls. With a Custom/Normal EQ switch, Tone control, and Dwell switch for the spring reverb, Master Volume, fully variable Tremolo on all channels and a true bypass Effects Loop, we've thought of everything! We've even included a switchable cathode resistor that lowers power output and increases tube life. Of course, the AC30 Custom Classic comes with our standard controls like Treble, Bass, Tone, Volume, Standby and more.

### The AC15: when less is more

First introduced in 1958, the AC15 15 Watt combo has been the amp of choice for countless guitar players throughout the world. Like its big brother the AC30 Custom Classic, this flexible, combo amp is equipped with a number of modern features like master volume, global reverb, and tremolo.

The AC15CC1 offers an array of useful controls including fully variable tremolo Speed and Depth, foot-switchable tremolo and reverb with the included VF002 footswitch, Bass, Treble, Volume controls, and switchable impedance (8 or 16 Ohms).

### Multiple configurations

The Custom Classic series comes in our most expansive array of models ever to cover a variety of needs and player preferences. Select from these configurations:

- AC15CC1 1x12" combo with VOX custom GSH12-30 speaker
- AC15CC1X 1x12" combo with Celestion AINiCo "Blue" speaker
- AC30CC1 1x12" combo with Celestion neodymium NeoDog speaker
- AC30CC2X 2x12" combo with Celestion AINiCo "Blue" speakers

- AC30CCH 30 Watt head
- V212BN 2x12" extension cabinet with VOX custom GSH12-30 speakers
- V212BNX 2x12" extension cabinet with Celestion AINiCo "Blue" speakers
- V412BN 4x12" extension cabinet with VOX custom GSH12-30 speakers

### VS30 Chrome Stands

Available for the AC30 and AD120VT, VOX chrome stands feature seamless steel tubing carefully formed to the contours of the original 1960s stands. These classic items lift the amps from the floor for improved sound projection.

- AC30 Series Valve/Tube Complement: 4 x EL84/6BQ5; 3 x 12AX7/ECC83; 1 x GZ34
- AC15 Series Valve/Tube Complement: 2 x EL84/6BQ5 & 2 x 12AX7/ECC83

For a complete list of specifications, dimensions and weights, go to [www.voxamps.co.uk](http://www.voxamps.co.uk)

Shown from left to right: AC30CC Combo and V212BN Cabinet, AC30CCH Head and V412BN 4 x 12 Cabinet, AC30CC 2.2 x 12 Combo, AC15CC Combo

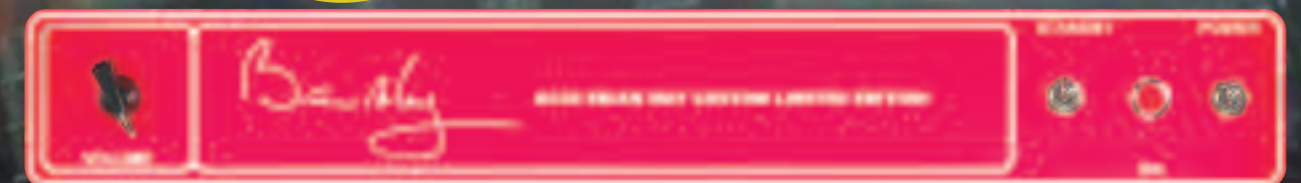
Location: Royal Albert Hall, London, is one of the most famous concert venues in the world.







# ROCK ROYALTY



"You, like me, are unimpressed by dozens of controls on a guitar amplifier. You want ONE knob, and IT SOUNDS PERFECT – right? Well, this is it. To the best of our capability and belief, here is an amp you will never have to mess with. If it sounds great for you today, it will always sound great. Power up, plug in, turn up the ONE volume knob, and play. We hope you love it – the concept and the Amp." – Brian May

The AC30BM is our tribute to one of VOX's long-standing ambassadors of rock history – namely Brian May. Between Brian's unique style and the stately arena tone of his wall of AC30s, there is a "kind of magic" that has wowed audiences worldwide for more than 30 years.

#### Legendary tone

The mainstay of Brian's tone has been the AC30's Normal Channel fed from a small treble/mid boost pedal both usually played flat out and, of course, Brian's infamous home-built guitar – the "Red Special." Over time Brian's equipment has been stripped to the bare essentials and fine tuned to give him the best and most reliable performance without any extra circuitry.

With Brian's valued input VOX has created the AC30BM, which is a re-creation of Brian's stage amp and boost pedal set-up, and is a limited edition run of only 500 combos world-wide, never to be repeated.

#### Enhanced to perfection

To complete the package, and to make it slightly more versatile, we have built the boost circuit into the amp itself rather than a separate pedal and made it foot-switchable. We have also incorporated a 15 Watt switch on the back panel. The 15 Watt switching circuitry is a unique VOX circuit that not only changes the number of output valves that are in operation and the value of the output cathode resistor that bias the valves, but also changes the impedance of the output transformer. Many amps have "half power" switches fitted, but none of them do it this way – the RIGHT way!

The construction of the amp chassis itself is predominantly hand wired using components mounted on turret tags in the time honored way, although where this is not suitable, for a variety of reasons (such as the booster circuit), there is also some printed circuit board construction.

Specifications: Custom built AC30 2 x 12" combo using Baltic birch plywood fitted with Celestion/VOX Alnico Blue 12" 15 Watt loudspeakers • Steel/Aluminum chassis finished in red paint and white silk-screen legend • Built-in treble/mid single transistor boost circuit with gain and bypass panel switches, and external (supplied) footswitch • 2 x 12AX7/ECC83, 4 x EL84 and 1 x 6Z34 valves (tubes) • Dimensions (W x D x H): 27.75" x 10.4" x 21.25" • Weight: 70.5 lbs.





# GET READY TO ROCK!

Introducing the new Classic Plus range of all-tube amplifiers from VOX. This EL34-powered line-up marries the classic VOX tone and chime of rock and roll legend with a versatile high-gain channel that goes beyond anything in VOX's 50 year history and into all-new VOX sonic territory. With available 50- and 100-Watt heads plus the new AC50CP2 50-Watt combo, the Classic Plus range delivers amps that do it all – from the '50s to tomorrow. Sound big? You bet. What do 50 years of classic VOX sonic history sound like? Play one. >>





### Two channels, endless possibilities

The Classic Plus is a channel-switching valve pre- and power-amp guitar amplifier that can produce many flavours of tone, from pristine clean to impressive high-gains, and all points between. The two channels have a variety of wide-ranging controls to help you create the sound textures that you desire.

**Channel 1** covers classic VOX AC30 tones, from sparkling clean to raunchy overdrive. The EQ on this channel is of the interactive passive format that is historic to VOX Top Boost amplifiers and boasts the addition of the famous Tone Cut control, which musically rolls off high end as it is turned up.

**Channel 2** picks up where Channel 1 leaves off, delivering everything from modern blues and classic rock tones all the way to high gain classic metal sounds and fluid lead tones. While Channel 2's EQ controls are also of the interactive passive format, they are centered on different frequencies to enhance the higher gain capabilities of Channel 2. The Channel 2 Bright Switch brings in an extra capacitor (switch down) across the Gain control to boost the high-mid and upper frequencies and is particularly effective on lower gain settings. The Bright Switch is great for giving extra bite and clarity to muddy sounding humbuckers. The Fat Switch adds extra gain and focuses the mid range of the guitar and amp, which helps produce a "singing" tone when playing lead lines.

The Presence Control circuit is another unique feature to the AC range. It combines the traditional active power amp feedback circuit with a passive circuit within Channel 2's preamp. This not only focuses the Presence boost, but, if you turn the control down, it will also introduce a high frequency cut filter that can be used to defuzz the preamp distortion, making it less aggressive and sweeter. Since the channels of the Classic Plus are totally independent, you do not need to compromise to achieve your desired tonal palette. It's almost like being able to mix and match two completely different amplifiers!

### Total, tonal control

The Classic Plus range is packed with features and controls that meld the best of VOX's history with modern conveniences. The Classic Plus features a long spring, high-quality Spring Reverb with individual, foot-switchable level control for each channel, plus series FX looping with selectable level control and bypass switching. The Bypass slide switch will either engage the loop (switch ON) or disconnect the effects loop circuitry from the rest of the amplifier (switch OFF). With the Loop

switch in the OFF position, the Send jack socket is still operational and can therefore be used to send the signal to another device such as a tuner or slave amplifier. The Loop Level switch allows the loop to be used at two different signal levels (approximately +4dBV (high) and -10dBV (low)). This will enable a wide range of devices to be connected to the amplifier. Channel switching and on/off reverb control is managed with the supplied VF002 dual footswitch.

### Go direct

The Classic Plus range features extensive direct recording and line out capabilities from both balanced XLR and unbalanced 1/4" outputs with rotary level control and ground lift switching. To enable great sounding connection into PA or recording equipment, the DI also features a speaker emulating Low Pass Filter (LPF) network. This can be switched into or out of circuit as required. Another great plus of the DI circuit is that it is post the power amplifier's phase inverter valve, and before the Output Master Volume control. No matter how loud or quiet your stage level is, you have totally independent control of the DI output level. You can even turn the Master Volume totally off and use the DI output for "silent" recording for those midnight sessions.

### Power trio

The Classic Plus range is comprised of the 50-Watt AC50CPH head (4 x 12AX7/ECC83, 2 x EL34B), the 100-Watt AC100CPH head (4 x 12AX7/ECC83, 4 x EL34B), and the 50-Watt AC50CP2 combo (4 x 12AX7/ECC83, 2 x EL34B). The AC50CP2 comes loaded with two VOX original design 12" speakers voiced for maximum performance with the Classic Plus. Pair either of the heads with VOX's V412BN cabinet, and you've got an unbeatable tone machine. No matter how you play, there's a Classic Plus for you. And with their combination of unmatched tone, flexibility and ultra-cool looks, the Classic Plus range is at home on any size stage. Plug in and hear them roar!

Included items: Power cable, VF002 footswitch

Find out more at [www.voxamps.co.uk](http://www.voxamps.co.uk)



Previous page, the AC100CPH shown on a 412BN cabinet. Shown here, the AC50CP2 and the AC100CPH control panel.





IT'S THE 50TH ANNIVERSARY OF VOX GUITAR AMPLIFICATION. TAKE A WALK DOWN MEMORY LANE, AS WE PAY HOMAGE TO THIS HISTORIC BRAND.



TOM JENNINGS



**VOX has had a long and intricate lineage. To the best of our knowledge, here is a chronology of historical highlights.**

**1951**  
Company Founder Tom Jennings forms The Jennings Organ Company, soon to be joined by JMI (Jennings Musical Instruments), the company responsible for VOX amplifiers.

First Univox amplifier that can be used for guitar is marketed by JMI.

**1952**  
First ads for Univox amplifier and keyboard appear in Britain's *Melody Maker* magazine.

**1954**  
Jennings advertises "Rotary action foot volume control" with the first use of VOX name. Advertisement for organs shows "foot swell control" (predecessor of VOX volume pedal) and "Amplifier," a remote, powered speaker used with the Jennings streamlined J-51 organ. This is first use of the VOX name for an amplifier of any kind.

**1955**  
Lonnie Donnegan popularizes "skiffle" music and the "beat boom" is born. Jennings considers producing a guitar amplifier.

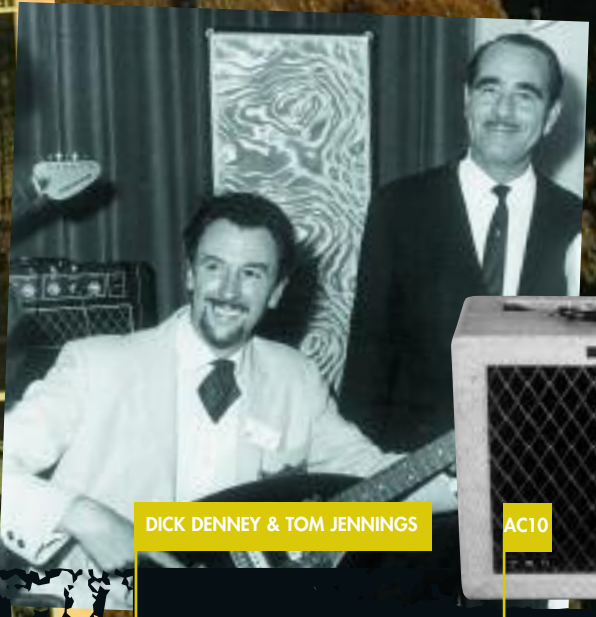
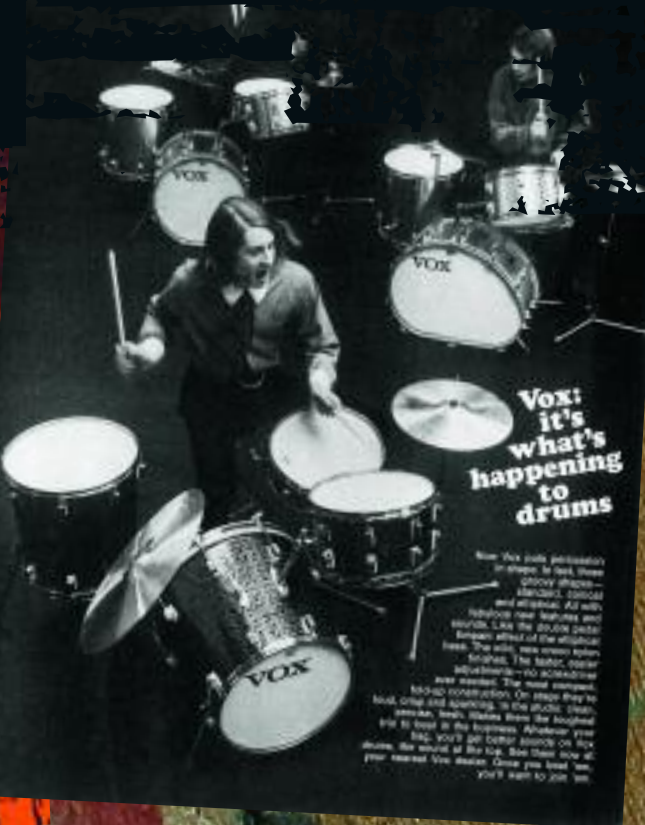
VOX advertises the "Conversion Unit," an add-on that allows any electronic instrument to be played through a Univox keyboard amplifier.

**1956**  
With the Rock & Roll revolution underway, Jennings modifies the amplifier section from his electronic organs for the electric guitar, but the project flounders.

Elvis Presley's "Heartbreak Hotel" hits UK charts.



WELCOME TO THE WONDERFUL ELECTRONIC WORLD OF VOX



DICK DENNEY & TOM JENNINGS



AC10

**1957**  
Dick Denney is hired as an engineer and Jennings Musical Industries, Ltd (JMI) is incorporated.

**1957**  
The first appearance of the VOX name on a guitar amplifier - the AC2/30.

Cavern Club opens on Matthews Street in Liverpool, England.

Buddy Holly and Crickets record "That'll Be The Day."

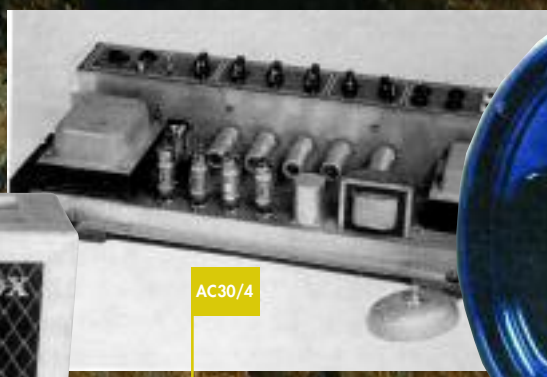
**1958**  
JMI produces a 15-Watt guitar amplifier with the brand name VOX. It is named the AC1/15 because it combines amplifier and speaker and produces 15 Watts.

Cliff Richard's backing band, The Shadows, use AC15s and people take notice of distinctive VOX clean guitar sound.

Jerry Lee Lewis' "Great Balls of Fire" reaches #1.

CBS labs announce new "stereo" records.

VOX introduces the AC4, a 4-Watt practice amplifier with an 8-inch speaker, and the AC10 with a 10-inch speaker.



AC30/4

The legendary VOX AC30/4 is developed as a response to demands for more power. Using four EL84 tubes, the amp has four inputs, two for the normal channel and two for the Vib/Trem or "Vibravox" channel.

Mick Jagger sees Buddy Holly at the Granada Cinema.

**1960**  
The Shadows reach number one with their first instrumental, "Apache." With the sound of the AC30 clearly noticeable on this and other hit records, VOX is known as the No.1 British amplifier.

VOX issues AC30/6 with 6 inputs, including "Brilliant" channel with bass and treble control, and "Top Boost" tone controls for more clarity.



VOX BLUE SPEAKER

New VOX amp "look" with fawn color and black panel, round black knobs and "VOX" sticker.

**1961**  
VOX introduces first guitars, the "Stroller" and "Clubman," low-budget instruments that look like American instruments.

The Shadows take delivery of three AC30s with VOX "BLUE" SPEAKERS co-developed with Celestion, instrumental in the popularity of the VOX sound.

Elvis Presley's "Are You Lonesome Tonight" is #1.

First episode of "Dick Van Dyke Show."



AC4







PHANTOM XIII: V221

## 1962

Teaming with Italian guitar maker EKO for a higher quality instrument, VOX introduces the **PHANTOM GUITAR** with classic trapezoid body shape. Phantom used by Dave Clark Five and the Hollies.

Beatles record "Love Me Do" using at least one fawn AC15 Twin and are seen onstage using fawn-colored amps.

VOX introduces Continental I organ, later marketed as the **VOX CONTINENTAL**.

CONTINENTAL



## 1963

Beatles take delivery of new "black" VOX AC30s, the beginning of a long and successful association with the company.

Besides John Lennon, George Harrison and Paul McCartney of the Beatles, early adopters of the AC30 included Eric Clapton, Jeff Beck, Jimmy Page, Ray Davies and Dave Davies of The Kinks, who immortalized the amp on "You Really Got Me."

First hand-built model of **TEARDROP-SHAPED GUITAR** used by Stones' guitarist Brian Jones. Semi-acoustic "Victor" and "Verithin" electric guitars, styled after a Hofner and a Gibson ES-335 also introduced.

TEARDROP-SHAPED GUITAR

VOX introduces the small cabinet AC50 that the Beatles use for their first U.S. visit.

To obtain additional financing, Jennings sells substantial part of VOX to the Royston Group.

## 1964

The Beatles take delivery of **AC100** amps with Super DeLuxe cabinets and first use them on the "Baby's In Black" recording session.

Company introduces innovative Guitar Organ, which combines oscillators from VOX Continental so organ sounds can be combined with guitar sounds.



VOX ECHO DELUXE

AC100

VOX guitar line grows with 6-string lead, 4-string bass versions and 12-string versions of Phantom and Teardrop guitars along with the **"MANDO"** short-scale 12-string mandolin-style guitar.

VOX develops **VOX ECHO DELUXE** and VOX Radio Microphone and the first transistor amplifier, the T60.

VOX Continental organ sound tops the charts with Animals' "House of the Rising Sun," Manfred Mann's "Doo Wah Diddy" and Zombies' "She's Not There."

VOX catalog includes new slant head AC30 Super Twin amps.

VOX makes deal with Thomas Organ Company to import VOX into the U.S.



MANDO



## 1965

"Super Beatle" amplifier featuring built-in tuning tones and a Hammond Reverb effect introduced.

Thomas supplements British-made VOX amps with transistor models from their labs. All U.S. VOX amps become transistor based.

JMI employs almost 200 people.

Fire at Erith factory destroys guitars, organs, and amplifiers, reportedly including amps Beatles used on U.S. tour.

## 1966

New UL amps feature a standby switch and a ground switch "for United States" use.

Electric dulcimer, the "bijou" is made for Brian Jones of the Rolling Stones.

New line of UK solid-state amplifiers first introduced at the British Music Industries' Trade Fair in London.



VOX WAH-WAH PEDAL

Rediffusion Television screens "This Week," a documentary about the history of the guitar shot partly at JMI.

## 1967

New UK solid-state amplifiers include the "Conqueror," "Defiant" and "Supreme" guitar amps with then unique features like distortion, tremolo and VOX reverb.

New Bass transistor amps include the "Dynamic," "Foundation" and "Super Foundation."

Designed to emulate the sound of a muted trumpet, the **VOX WAH-WAH PEDAL** is introduced and becomes one of the company's most unique and popular products.

Average weekly production of VOX amplifiers is 250.

Queen's Award to Industry for 1967 presented to JMI for outstanding export achievements.



Royston Group has control of VOX in U.K. Jennings leaves the company.

## 1968

**BILL WYMAN MODEL BASS** introduced.

Tom Jennings starts new company, Jennings Electronic Industries and receives award of £20,000 in wrongful dismissal suit.

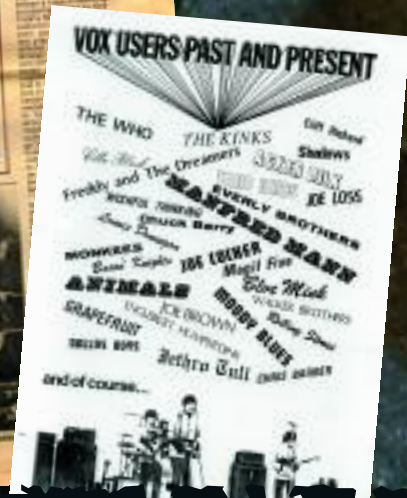
## 1969

Royston Industries goes into liquidation and VOX acquired by Corinthian Bank. Company now called VOX Sound Ltd.

Woodstock Music and Art Fair.

At Abbey Road, John Lennon attends his last recording session with the Beatles.

BILL WYMAN MODEL BASS



## 1970

VOX Sound Ltd. sold to consortium comprising Stolec Electronics and the Schroder Bank. Facilities moved to Hastings where organs and AC30s are made.

AC30 tube rectifier replaced by solid-state device and now includes reverb. For now, there are no more VOX "valve" amps.

Jackson Five have four #1 hits, spawning "bubblegum soul" music.







BRIAN MAY

1972 CBS Arbiter, UK importer of Fender, buys VOX. Tom Jennings is brought in as a consultant and production is moved to Dallas Arbiter factory where yet another version of AC30 is made.

VOX teams up with BRIAN MAY, who combines stacks of AC30s with a unique playing style to bring the brand to the fore-front once again.

Arbiter reissues VOX Continental I and Continental 300 organs. New version of the AC50 amp released.

Battery powered mini AC30 with 2.5-Watt output introduced. Later combined with AC power option, it is known as the "ESCORT."



ESCORT



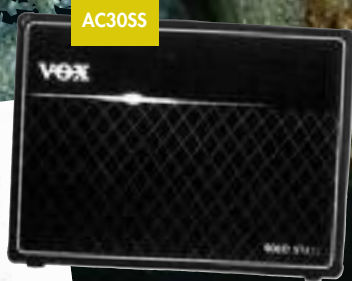
1973 Besides Brian May, other guitarists with VOX include Rory Gallagher and Paul Weller of the Jam.

Queen releases first album.

George Lucas "American Graffiti" film ignites teen genre of soundtrack-driven nostalgia films.

1975 VOX debuts Escort 30, a 30-Watt transistor amp styled like the original AC30. The AC30SS, the solid-state version of the AC30, produces acceptable sound for the money.

Vietnam War ends for the US.



AC30SS



V125

1977 Hip-hop DJ Grandwizard Theodore invents scratching.

1978 Despite new models like the AC120 amp and new Wah-Wah and tone bender pedals, CBS Arbiter decides to sell VOX Sound Ltd.

Company founder Tom Jennings dies of a heart attack while sitting in his E-Type Jaguar in the driveway of his home.

First test tube baby.

Camp David accords signed by Israel and PLO.

1979 Rose Morris, formerly distributor for Marshall amplifiers, purchases VOX Sound Ltd., which becomes VOX Ltd., from CBS Arbiter and also the rights to VOX from Thomas Organ Company.

Pink Floyd releases The Wall.

Sugarhill Gang's "Rappers Delight" considered first successful Rap single.



AC120



VOX launches VOX V125, a modified AC120 with a head driving two open back 2 x 12" speaker cabinets. Later, the V125 Bass, V15 tube combo, transistor Escort 50 Lead and Escort 50 Bass make their debut.

John Lennon assassinated by Mark David Chapman.

U.S. Hockey team beats Russia to win Gold medal in Winter Olympics.



1981 First launch of space shuttle Columbia.

MTV goes on the air.

1982 Company once again produces guitars, introducing "Custom" and "Standard" models, high-quality instruments made in the Far East.

Michael Jackson's "Thriller" sells 20 million albums to become largest selling record ever.

Ozzy Osbourne bites the head off a live bat thrown at him at a January 20 performance.



PA200



VENUE

1984 Using off site design and manufacturing, VOX "VENUE" starts production with 100-Watt combo amps for guitar, bass and keyboards.

GT100 acoustic guitar amp with high-frequency horn introduced along with Venue PA120 and PA200 PA systems.

Venue amps used by Style Council and the Smiths.

Apple introduces Macintosh personal computer.

Van Halen's "Jump" first heavy metal song to top Billboard pop charts.

1985 AC30 is reissued with PCB and reduced gain design to overcome problems of tube quality inconsistency and hum.

Korean-built "White Shadow" range replaces "Custom" and "Standard" models.



AC30



CONCERT 100

LIVE AID concerts in London and Philadelphia broadcast worldwide.

Rock 'n' Roll Hall of Fame opens in Cleveland, Ohio.

1986 Venue line expands with Dual 100 featuring twin switchable channels. Tube Concert 50I, CONCERT 100 HEAD AND NEW 4 X 12 CABINETS introduced, all with VOX cosmetics.

Worst Nuclear disaster ever in Chernobyl, Russia.

America celebrates Dr. Martin Luther King Day for the first time.

Bon Jovi releases Slippery When Wet, which eventually becomes one of the biggest selling albums ever.



1988 Precision Electronics manufactures new Q-SERIES TRANSISTOR AMPS and VOX AC30.

CDs outsell vinyl records for the first time.

Iran-Iraq war ends.

1989 Rose Morris acquires section of Precision Electronics plant and manufactures VOX amplifiers under the company name VOX Amplification, Ltd.

Fall of Berlin Wall.

Arsenio Hall first African-American host of late night talk show.



Q-SERIES





DICK DENNEY

**1990**  
Limited production run of 1000 reissue VOX AC30s built to sound like the original from the '60s and branded the "AC30 Limited Edition." Amps endorsed by original engineer **DICK DENNEY**, back with VOX for the first time in 23 years. Each features brass plate with amp's number in the run.

Smoking banned on domestic air flights.

**1991**  
New **AC30** "Vintage" based on Limited Edition model introduced with reverb as a combo and a head. These and Limited Edition equipped with G12M Celestion speakers, with VOX Blue speaker available as option.

Modern players who favor the AC30 and VOX amps include the Edge and Bono of U2, Peter Buck of R.E.M., Thom Yorke, Jonny Greenwood and Ed O'Brien of Radiohead, Billy Corgan of Smashing Pumpkins, Carrie Brownstein of Sleater-Kinney, Noel Gallagher of Oasis, James Williamson of Iggy & The Stooges, Dave Grohl, Dwight Yoakam, Pete Doherty of the Libertines and Babyshambles and more.



AC30



**1992**  
Rose Morris Company and all its holdings sold to KORG Inc. Rose Morris then renamed "KORG UK."

William Jefferson Clinton elected 42nd President of the U.S.

Nirvana's *Nevermind* goes to No. 1 in the CD charts.

**1993**  
VOX AC30 amplifier is re-introduced as close to original specs as possible with GZ34 tube rectifier (not used since the late '60s), Celestion Blue Alnico speaker and the original cosmetics.

Classic VOX Wah-Wah pedal made to original specs also reintroduced, along with VOX Tone Bender germanium transistor fuzz box.

"The VOX Story" is published.

Final episode of "Cheers."

AC15



**1995**  
Jerry Garcia dies of heart attack and Grateful Dead choose to disband.

Prince Charles and Princess Diana divorce.

O.J. Simpson trial begins.

**1997**  
The **AC1** 1-Watt desktop battery amplifier made to look like the AC30 is introduced with twin 2" speakers.

Scientists successfully clone Dolly the sheep.

AC1



PATHFINDER

**1998**  
VOX **PATHFINDER** 15-Watt practice amp introduced along with the Valve-Tone and Distortion-Booster pedals.

Historic agreement brings peace in Northern Ireland.

Clinton admits to Lewinsky affair.

**1999**  
VOXFest '99, the first of many annual get-togethers to celebrate VOX and other vintage instruments from the "British Invasion" of the '60s, takes place in the U.S.

Ex-Beatle George Harrison stabbed at his home by unknown assailant who thinks he is the devil. Harrison survives the attack.

**2000**  
Following on the successful introduction of the "Pathfinder," the VOX "Cambridge" 30 Reverb and 30 Reverb Twin make their bow with two-channel tube amp. Later, the VOX T-25 bass combo amp is introduced.

Everlast appears on the back cover of VOX's catalog with the AC30.



**2001**  
VOX R&D becomes a division of KORG Europe.

Revolutionary new Valvetronix line, featuring the most sophisticated expression of hybrid technology for modern features and the best VOX sounds from the past, take shape as the T60 and "Pathfinder 10" combos.

**VALVETRONIX** is launched at the NAMM show in Nashville with a performance by John Jorgenson.

Apple Computer introduces first generation iPod.

**2002**  
VOX T-15 Bass amp and Pathfinder 15 & 15R (Reverb) combos are displayed at Frankfurt Musik Messe.

AC30 makes a resurgence when Lenny Kravitz tours with a wall of combos and custom cabinets.

VALVETRONIX



**2003**  
VOX introduces the **UNION JACK WAH** pedal with a colorful flag on the pedal body.

Matchbox 20 appears in an ad with the VOX AC30.

**2004**  
VOX's relationship with Brian May is further cemented when the company introduces the **VBM-1** Brian May Amplifier.

VOX releases their Handwired AC30 head and combo to critical acclaim.

The Pathfinder 10, 15 and 15R portable combos are reintroduced.

Youth oriented artists begin to insist on VOX, when groups like Primus, Train and Our Lady Peace join the VOX roster.

Gwen Stefani of ska-pop band No Doubt goes solo.

U2 releases hit album, *How To Dismantle An Atomic Bomb*.

UNION JACK WAH



CHROME SERIES



VBM-1



**2005**  
VOX R&D office establish in England.

ToneLab is introduced, offering VOX's innovative Valve Reactor and Valvetronix modeling technology in a portable desktop processor.

VOX introduces **COOLTRON** technology and releases the first line of battery powered stomp boxes that include a tube.

The new **CHROME SERIES** of Valvetronix amplifiers is launching, targeting younger players with modified looks, great modeling sound and a punch of power.

VOX production moves to China and the AC30 Custom Classic series is introduced.

VOX continues to gain popularity and artists such as Meredith Brooks, Simple Plan and Slipknot endorse the AC30 and Valvetronix amps.

AC50 CLASSIC PLUS



**2006**  
The portable, affordable **DA5** series is launched and later includes a variety of amps in colors like red, pink and green.

VOX's popularity surges with diverse artists that include Jim Ward of Sparta, Claudio Sanchez from Coheed & Cambria and Patrick Stump of Fall Out Boy.

**2007**  
"VOX Amplifiers, the JMI Years" by Jim Elyea is published.

Taking a further step forward in sound development, VOX presents its **AC50 AND AC100 CLASSIC PLUS** heads, cabs and combo.

VOX celebrates its 50th year of amplifier design with two custom created **AC15** models, the first in its new line of Heritage Collection amplifiers.

AC15HITV



DA5



COOLTRON





# TONE WITH TEETH

The Valvetronix AD series delivers an incredible range of sounds with a modern twist on traditional VOX styling and design. Everything you want is right here, whether your thing is clean twang, raunchy blues, aggressive crunch or intense metal. That's because we've modeled a collection of awesome amps, from vintage to modern, from the ultra rare to the most popular, iconic amps.

Choose from five fully-featured combos – the AD15VT, AD30VT, AD50VT, the new AD50VT-212 and the AD100VT – or, if you prefer heads and cabs, plug into the powerful new AD100VTH head and matching V412BK 4x12" cabinet. AD series amps not only look and sound great, they're designed to be easy-to-use. You don't have to do any complicated programming to get great guitar tone. >>





#### Valve Reactor for tube amp sound and feel

All AD amps feature VOX's patented Valve Reactor circuitry, a ground breaking design found in every Valvetronix product. The Valve Reactor uses a 12AX7 triode vacuum tube in a low-wattage tube power-amp circuit that reconfigures itself to match the characteristics of the amps being modeled. This means that each model not only has the sound, but the *feel* of the original amp being modeled.

#### World-class modeling delivers authentic amp sounds

The AD series delivers an amazing range of 11 great amp tones starting with the classic AC30 and going through an amp locker of legendary amps. Selecting the model and dialing in the tone you want is as easy as it gets – just turn the knobs!

#### Eleven high-quality effects

Eleven great-sounding digital effects are included: auto-wah, compressor, delay, reverb, compressor & phaser, compressor & chorus, chorus & delay, chorus & reverb, flanger & reverb, tremolo & reverb and rotary & reverb. Effect parameters are adjustable and a Tap button makes it easy to set your delay time or modulation speed.

#### Save your own customized programs

Channel Select mode lets you save two of your own programs, including amp and effect settings, in CHI or CH2. And, you can instantly access either channel at a touch while you're playing.

#### Easily select the preset sound you want

The new Preset mode gives you a tonal starting point for customizing your sound. Just enter the Preset mode (all it takes is the touch of a button), choose an amp model, modify it and save your modded version to CHI or CH2. It's that simple.

#### Manual mode lets you hear your exact settings

In Manual mode, just as on a conventional amp, the sound you're hearing will be exactly what the knob settings indicate. It's visually intuitive, so it's quick and easy to create just the sound you're looking for.

You can connect the line/headphone jack to your mixer, multi-track recorder or headphones. Because the output includes speaker emulation, the sound will have the right sense of "air" and depth, even when you're listening through headphones or recording direct.

#### Adjust the power amp output

The AD100VT and AD100VTH allow you to adjust the output power from 1-100 Watts. The AD50VT allows you to go from 1-50 Watts and the AD30VT is adjustable from 1-30 Watts. Now you can lower your volume without losing the sense and feeling of drive that's unique to tube amps. And you can get great tube tone at a volume that's perfect for any location.

#### Footswitchable control

With the optional VFS2 dual footswitch, you can switch between user programs (CHI, CH2) and to Effects Bypass. Or, you can have the footswitch activate the Manual mode instead of Effect Bypass. That gives you instant hands-free switching between three different sounds (the two user programs and the Manual settings).

#### The AD100VTH and V412BK cab

The AD100VTH 100 Watt head and V412BK 4x12" cabinet deliver bone-crushing volume and true tube tone in a bold, no nonsense package.

With four 30 Watt/8 Ohm speakers, the V412BK cabinet is a perfect match for the AD100VTH 100 Watt head. And with its sturdy construction, rugged good looks, and high sound pressure level capabilities, it's also an ideal choice for teaming up with any other tube, solid-state or hybrid head.

Specifications: Number of amp types: 11 • Number of effects: 11 plus Noise reduction • Number of programs: 11 preset, 2 channel • Top panel Input jack • Signal Processing A/D and D/A conversion: 24-bit, Sampling frequency: 44.1 kHz • Power supply requirements: AC, local voltage • Included items: power cable • Option (sold separately): VFS2 dual footswitch

Find audio clips, more info and a complete list of specifications at [www.voxamps.co.uk](http://www.voxamps.co.uk)

**Location: CBGB, New York, NY, home of underground rock since 1973. Sadly, CBGB closed just days after these photos were taken.**



Left to right: AD50VT, AD100VT, AD30VT, AD100VTH on V412BK cabinet, AD15VT on AD50VT212





# ROCK ON THE RUN

The DA5 and DA15 Digital Amps from VOX are affordable, portable and colorful! Don't let their small size fool you. These rugged little beasts boast some killer bells and whistles, such as eleven distinctive amp sound styles ranging from clean to high gain, eleven great-sounding digital effects, a knob-based control panel that's easy to use, and a whole lot more. The DA5 comes in six colors, making it the best sounding – and looking – portable guitar amp. New for 2007 are the DA5CF in camouflage and the DA5CL, which sports the classic VOX look.

## Portable. Versatile.

If you're looking for a truckload of guitar tones, these amps deliver. Whether it's a clean sound, raucous crunch, or full-tilt shred, these amps have it, and all points in between.

## Great sounding effects

Both amps include 11 effects like auto-wah, chorus + delay, chorus + reverb, compressor, compressor + chorus, compressor + phaser, delay, flanger + reverb, reverb, rotary + reverb, and tremolo + reverb. There's also a Tap Button to set the batteries. A built-in output power switch (5W, 1.5W, 0.5W) helps extend battery life and lets you play at lower volume without losing any tone or feel.

Connect an external audio device such as a CD or MP3 player to the DA5's AUX IN, plug a mic into the MIC INPUT, plug your guitar in, and you can play and sing along with your favorite band or recording!

## DA15. Notch up your tone control.

The DA15 delivers a surprising amount of tonal control. Program and tweak your own combination of amp and effects settings and then save them using the amp's Channel Select mode. Two user program locations offer instant access to your favorite sounds. With Manual mode (where you hear exactly what the knob settings indicate) you have instant access to three different sounds.

Plug in the optional VFS2 dual foot-switch and switch between the two user programs or bypass the effects.

## Great for practicing and recording

Both the DA5 and DA15 are equipped with a combination Line/Headphone output so you can connect to a head phone, mixer or recorder. The amps' emulated line out

provides a full, realistic sound whether you're recording direct or listening through headphones. And since plugging into the jack defeats the speaker output, you can practice when you want, where you want, and as loud as you want in total privacy.

DA5, DA15 Specifications: DA5: Input/Output Jacks: INPUT, AUX IN, MIC INPUT, LINE/PHONE • Power Amp Output: Maximum 5W RMS @ 8 Ohms • Speaker: 1x VOX original (6.5 inch, 8 Ohm) • Power Supply: Six C batteries or the included AC adapter • Current Consumption: 390 mA • Dimensions (W x D x H): 10.51" x 7.05" x 10.51" • Weight: 7.72 lbs. • Available colors: black, red, green, pink, camouflage, classic (black with brown diamond fret cloth) • DA15: Input/Output Jacks: INPUT, FOOT SW, LINE/PHONE • Power Amp Output: Maximum 15W RMS @ 8 Ohms • Speaker: 1x VOX original (8 inch, 8 Ohm) • Dimensions (W x D x H) in. : 16.81" x 8.90" x 15.24" • Weight: 22.05 lbs. • DA15 Options: VFS2 Dual Foot Switch

Common Specifications: Number of Styles: 11 • Number of Effects: 11 plus noise reduction • Signal Processing: 24-bit (both A/D and D/A conversion), 44.1 kHz sampling frequency





# TONE THAT TRAVELS

## Pathfinder 10

### Little yet loud!

The 1x6.5" Pathfinder 10's powerful yet tone-filled 10 Watt output makes this amp perfect for home practice, backstage warm-up and recording. The Clean/Overdrive switch allows you to instantly change between clean and dirty sounds. With a press of this switch you can go from a crystal clear jangle to VOX's uniquely warm distortion; or from a slightly crunchy bluesy tone to a high-gain, modern-rock roar.

### Headphone/line out jack

Practice late at night without disturbing your neighbors, or use the headphone jack as a specially filtered Line Out that is great for recording without having to worry about perfect mic placement. The Pathfinder 10 also features controls for Gain, Treble, Bass and Volume plus a Clean/Overdrive switch.

Specifications: Dimensions/Weight: 14.96" (W) x 6.69" (D) x 10.24" (H)/10 lbs.

## Pathfinder 15R

### Performance control

With the classic good looks of its bigger brothers, the 15 Watt, 1x8" Pathfinder 15R combo packs a profusion of VOX style and sound into a highly compact and affordable package. The Pathfinder 15R houses a wonderful sounding, vintage Tremolo effect and is extremely versatile when it comes to tone. Its distinctive top panel features a Gain Boost switch plus controls for Volume, Gain, Treble, Bass, Reverb, Tremolo Speed and Tremolo Depth. Both the Gain Boost and the built-in Tremolo are foot-switchable via an optional, VOX VFS2 dual footswitch.

### Bulldog speakers and more

The Pathfinder 15R comes with a specially voiced 8" VOX Bulldog speaker and a Headphone output. The rear panel also has a specially filtered Line Out jack for recording/live work and an External Speaker output.

Specifications: Dimensions/Weight: 15" (W) x 7" (D) x 14" (H)/19 lbs.

Optional Accessories: VCOVI cover; VFS2 Dual Footswitch



# PEDAL OF HONOUR

## V847-A Wah Wah pedal

There's only one way to get the real sound and feel of the classic Wah-Wah pedal that changed electric guitars in the '60s – the reissue VOX V847-A.

Based on the specifications of the original pedal used by the most influential guitarists of the late '60s and '70s, this Wah-Wah is totally authentic right from its classy chrome top to its legendary growl. An original-style, vinyl carrying case is also included. Added to the V847-A is an AC input to connect a 9V power supply and a buffered input jack to preserve guitar tone.







The COOLTRON series of effect pedals are seven professional true bypass stompboxes that use a 12AU7 preamp-type tube at low voltage to deliver the kind of tone that, until now, would have been impossible to achieve in a battery-powered pedal.

#### VibraVOX (CT06TR)

Named after VOX's first amplifier tremolo circuit, the new VIBRAVOX brings the signature Vibrato/Tremolo sound of the original 1958 VOX AC30 to any amplifier, in a dual mode stompbox design. To increase flexibility we've added additional user control and features. By including two Speed controls and an effects assign switch (TI/T2, TI/V2, VI/V2), a number of possibilities become available. The VIBRAVOX can be configured as a tremolo-only or vibrato-only pedal with two foot-switchable speeds. You can also choose to configure the pedal to switch between tremolo and vibrato. The pedal automatically ramps between speeds, adding a taste of that unmistakable "rotating-speaker" sound.

#### "Duel" Overdrive (CT07DO)

Double the drive with the new Duel Overdrive pedal. With two tube-driven overdrive circuits based on our own Big Ben Overdrive pedal, the Duel Overdrive provides foot-switchable access to two sounds from a trunk-full of classic and modern tones. With separate Gain, Volume and Tone controls, you can set the pedal up with two

totally independent overdrive sounds (aptly named ODI and OD2) to complement a clean-bypassed tone. To make it even more flexible, we've added an assignable (ODI/OD2/both) low-end bass boost function for fat-bottomed overdrive tones.

#### Over the Top Boost (CT04TB)

The OTTB puts the top boost channel of a VOX AC30 into a pedal. The Treble control can take your tone from cutting attack at one extreme to smooth and liquidy attack at the other. The Bass control adds low-end girth at higher settings and a warm round smoothness at lower settings. The OTTB even comes with a Cut control to add or remove higher frequencies at the turn of a knob. Vary the overall gain of the pedal from bluesy and mellow to fat and saturated. Or use the Standard/Custom switch to either make the EQ very interactive in Standard mode, or have it behave more like a traditional AC30 Hand Wired in Custom mode.

#### Snake Charmer Compressor (CT05CO)

The Snake Charmer's compression affects the ratio and threshold of the signal, smoothing out peaks and spikes. At the same time, the Snake Charmer also increases the Gain level to complement the corresponding ratio and threshold settings so that the overall gain remains constant. There's also a Gain Reduction Indicator that gives you visual cues of the results of your settings. A High/Low Switch lets you choose between two overall levels of ratio. The Snake Charmer is equipped with other controls for Attack, which determines how quickly the gain reduction kicks in, and Release, which determines how long the gain is attenuated. Finally, the High-End Emphasis control fine-tunes the amount of compression applied to the top end of the guitar signal.

#### Bulldog Distortion (CT01DS)

With dual channels – each with its own Gain and Volume controls – and growling tube tone, the VOX Bulldog Distortion pedal adds extra bite to your fret-burning maneuvers. Gain 1 dishes out vintage distortion while Gain 2 packs a more modern, aggressive sound with slightly scooped mids. Both are adjustable from subtle to completely over the top. A Bass control adds extra low end thump at extreme settings and a warm, round mellowness at lower settings. And with the Gain 2 Voice control you can independently tailor the second channel's hell-raising tone. A Treble control will take your sound from a biting attack at one extreme to smooth and liquid at the other.

#### Brit Boost (CT03BT)

Give your tone extra muscle with the Brit Boost pedal. The Treble Boost setting pumps up the treble and upper middle frequencies, just like you'd expect from a vintage Treble Booster pedal. In the Full Range Boost position, the pedal enhances all frequencies. It adds low mids and bottom end to the Treble Boost mode and is good for pushing a slightly overdriven amp into heavy overdrive. A gain knob varies the overall gain of the pedal from mellow and warm to grinding and ripping! Plus, a Tone knob adjusts the overall tonality of the pedal. Of course, there's a true bypass switch that lets your signal flow through without coloring the tone.

#### Big Ben Overdrive (CT02OD)

Preserve your amp's warm, silky tone while pushing your sound into overdrive! The tube-powered Big Ben Overdrive pedal responds to your playing dynamics and cranks out that extra firepower when you really dig in and want to cut through. The Gain knob varies the overall gain of the pedal from bluesy and mellow to fat and saturated, while the Tone knob adjusts the overall tonality of the pedal.

Specifications: Tube: 12AU7 • Power: 4 x AA batteries (allows 16 hours of operation) • Dimensions: (W x D x H) 6.63" x 6.12" x 2.52" • Weight (without batteries): approx. 2.3 lbs. • Options: 9V AC adapter

Go to [www.voxamps.co.uk](http://www.voxamps.co.uk) to read the full story of Cooltron technology!

# GROUND CONTROLS





# PLUG IN

## VOX Cables

Since 1956, VOX has been the sound behind many of the world's most influential guitarists. VOX cables continue this tradition of tone. We utilize unique audiophile-grade materials and technology to give you the best possible performance. With VOX cables nothing comes between you and your tone.

VOX cables use proprietary technology and manufacturing methods including:

- Multi-gauge conductors that give optimum performance at all frequencies.
- Finest grade 99.99% purity oxygen-free copper cable conductors for superior sound quality.
- Maximum noise isolation using two separate shields.
- Premium quality, abrasion-resistant, high temperature PVC jacket for maximum durability.
- Precision machined gold-plated connectors with one-piece tip for maximum conductivity and reliability.
- Precision formulated polypropylene dielectric for better signal transfer and unique sound quality.

## VCC Vintage Coiled Cable

The classic "curly cable," the VCC has been part of some of the most historic moments in rock and roll history. A unique multi-gauge design uses individual conductor types that are optimized for their particular frequency ranges, resulting in a reliable coiled cable that is truly musical.

- Available in black, blue, red, silver and white.
- Length: 9 meters (29.5 feet).

## VGS VOX Rock Guitar/Bass Cable

Specially selected, tuned stranded conductors give optimum performance and classic rock sound.

- Available in 3 meters (9.8 feet) and 5 meters (16.4 feet).

## VOX Amp Covers

Protect your amp with our custom-made heavy duty, lined covers. Available for these models: AC30CC, AD60VTX, AD120VTX, AD212, AD412, Pathfinder I5R, T-25, V212BN, V412BNX

See [voxampsusa.com](http://voxampsusa.com) for more details.



# BORN TO BE WORN

Check out the full line of genuine VOX gear  
at [www.voxampsusa.com](http://www.voxampsusa.com)  
Available only in the U.S.







# TUBE TONE. TUBE POWER.

We've packed the incredible amp and effect modeling power of Valvetronix amplifiers into a portable, easy-to-use, awesome-sounding effects unit that sounds so real, you'll think you're plugged into a collection of real amps! With a new smaller footprint and enhanced direct recording features, the ToneLab LE is not just a floor processor. It's equally suited to desktop home recording. Now one unit can cover it all!

## ToneLab LE: Loads of new features

The new ToneLab LE includes a few improvements on its popular predecessor, the ToneLab SE. The first is a new four-mode line out voiced specially for various applications, from direct recording to live performance through a PA system. The "Line 2" amp/line setting features an all-new three band Master EQ section modeled after one of the most acclaimed live mixers ever manufactured. This allows you to EQ the sound of your ToneLab LE to suit any room or sound system. For greater flexibility in recording applications, we've added an S/P DIF output. Finally, the new ToneLab LE wouldn't be complete without some new effects! A new "metal distortion" sound will satisfy your need for extreme gain. Two new delays, a slap delay and a two-tap delay with tap tempo, add to the ambient effect offerings in the LE. Finally, a new multi-tap chorus gives you independent chorus taps for each of the left, center and right outputs, producing stunning depth and spaciousness.

## VOX Valve Reactor delivers true tube sound

The power amp section on the ToneLab LE features our patented VOX Valve Reactor circuitry. This unique technology enables these units to provide the sound, feel and dynamic range that, until now, were only possible with a multitude of all-tube amplifiers.

The Valve Reactor circuit uses a 12AX7 dual triode vacuum tube, a virtual output transformer and a dummy speaker circuit that simulates the reactive load of a real speaker. It reconfigures itself so that its characteristics are the same as the amps it's modeling (class A, class AB, negative feedback circuit, etc.). This means that all of the nuances of the original amp model including sound, feel, distortion and presence are reproduced.

## Sophisticated modeling technology

Starting with VOX's own AC30, the 16 amp sounds range from rare vintage amps to high-end modern amps. From clean sounds to extreme high-gain distortion, these models cover a wide range of tonal possibilities. Cabinet modeling reproduces the acoustical characteristics of ten different cabinet shapes and speaker types.

## A range of high-quality effects

The effects are categorized into modulation, delay, and reverb, with eleven types provided for each category. Effects range from stomp box to studio-quality effects and include a rare analog chorus, rotary speaker, and vintage delay/echo. Some effects let you change the output settings (monaural, stereo, or stereo output of wet/dry signals) or the connection order of the modulation, delay, and reverb effects for even more flexibility. There are also 16 pedal effects, including wah, overdrive, distortion, fuzz and acoustic simulator. Easy knob-based editing means that you can easily tweak this rich array of effect types and parameters to your personal taste right on the unit without having to scroll through time consuming menus of parameters.

## 120 Program memories

The amp, cabinet, and effect settings can be saved into 120 program locations. For each program, you can store two channels (A and B) of amp and cabinet settings. There are also 40 preset programs that contain classic settings for each amp model.

## More expressive potential

ToneLab LE provides an expression pedal that you can use to control wah, volume and many other effect parameters. You can assign the pedal to control the delay time, modulation speed or depth, or many other parameters, giving you an enormous range of creative possibilities. The Quick Assign function makes it easy to assign a parameter at a single touch.

## Superb operability, extreme flexibility

You can assign the control switches to control parameters such as tap tempo, effect on/off, or rotary speed. The LCD screen that displays parameter names and detailed information is backlit for increased visibility. A valve icon shows the number and model of the power tubes used in the original amp that's being modeled. Convenient send/return jacks are provided, which allow you to connect external insertion effects such as distortion or overdrive. You can also switch the insert effect on/off at a touch of a foot switch.

## Editing software lets you save and edit sounds

Dedicated editing software for ToneLab LE can be downloaded from [www.voxamps.co.uk](http://www.voxamps.co.uk). This software displays all parameters, making editing even easier, and also lets you stockpile an unlimited number of your own sound programs and share them with your friends.

## Built-in tuner

The Auto Chromatic Tuner has its own independent LED display for excellent visibility. The tuner also provides a mute function for silent tuning on stage.

## All the right ins and outs

Perfect for home recording and live performance, ToneLab LE includes everything you need for killer guitar sound. Featuring an S/P DIF optical digital output and MIDI IN and OUT connectors, ToneLab LE offers you plenty of potential and numerous options to expand your system. You can use the effect insert jacks to connect an external effect processor or stompbox, and the headphone out is just what you need for late-night practicing.

ToneLab LE Specifications: Amp types: 16 • Cabinet types: 11 • Pedal types: 16 • Modulation types: 11 • Delay types: 11 • Reverb types: 11 • Noise reduction: 1 • Number of programs: 120 (30 banks x 4 programs) • Input x 1 • Insert return x 1 • Output x 2 • Insert send x 1 • Headphones x 1 • Level knob (adjusts output and headphones) • Digital audio output • S/P DIF (optical) x 1 • Dimensions (W x D x H) in.: 19.69 x 9.80 x 3.15

For more info and complete specifications, go to [www.voxamps.co.uk](http://www.voxamps.co.uk)

